## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for modifying printing based upon direct on-1 the-fly media characteristic parameters, comprising: 2 on-the-fly directly measuring at least one physical characteristic parameter of the 3 print media; and 4 in real-time performing a print modification to a print device for printing on the 5 measured print media in response to the at least one on-the-fly directly measured physical 6 7 characteristic parameter of the print media; and hot rolling the media before printing, wherein the hot rolling is implemented prior to 8 the application of a coating to lower the moisture content of the media, the lowering of the 9 moisture content improving coating coverage and adhesion. 10 2. The method of claim 1 wherein the on-the-fly directly (Original) 1 measuring comprises scanning the media with a scanner. 2 1 3. (Original) The method of claim 2 wherein the scanner is a CCD camera. 4. (Original) The method of claim 2 wherein the scanner is used to 1 determine whether toner is properly adhering to the media. 2 (Original) 5. The method of claim 4 wherein the scanner is a CCD camera. 1

6. (Previously Presented) The method of claim 1 further comprising 1 applying a surface coating on the media before printing. 2 7. (Original) The method of claim 6 wherein the surface coating is applied 1 to only one side of the media. 2 (Original) 8. The method of claim 6 wherein the surface coating is applied 1 to both sides of the media. 2 1 9. (Canceled) 10. (Currently Amended) The method of claim [[ 9 ]] 1 wherein the hot rolling 1 2 comprises flattening rough fibers and drying the media. 11. (Currently Amended) The method of claim [[ 9 ]] 1 wherein the hot rolling is 1 implemented after the application of a coating to cure the coating. 2 (Canceled) 1 12. 13. (Original) The method of claim 1 wherein the on-the-fly directly 1 measuring further comprises measuring a quality of print for the media. 2 The method of claim 13 wherein the quality of print comprises 14. (Original) 1 print marking adhesion. 2 (Original) The method of claim 14 wherein the print marking is toner. 1 15.

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16. The method of claim 13 wherein measuring comprises 1 (Original) detecting the quality of print using at least one scanner. 2 17. (Original) The method of claim 16 wherein the scanner is a CCD camera. 1 18. (Original) The method of claim 14 further comprising applying a coating 1 to promote adhesion when the print marking adhesion is poor. 2 19. (Previously Presented) The method of claim 1 wherein the performing a 1 print modification further comprises adjusting halftone screens for measured media surface 2 and absorption characteristics. 3 20. The method of claim 19 wherein the halftone screens are 1 (Original) adjusted for spatially varying dot gain. 2 21. (Original) The method of claim 19 wherein the halftone screens are 1 adjusted for excessive dot gain. 2 1 22. (Original) The method of claim 19 wherein the halftone screens are adjusted to prevent bleed through for thin media. 2 23. (Previously Presented) The method of claim 1 wherein the measuring 1

comprises detecting print quality and the performing a print modification further comprises

adjusting toner concentration when the print quality is poor.

1 24. (Previously Presented) The method of claim 1 wherein the measuring 2 further comprises measuring mottle effects in the printed media. 25. (Original) The method of claim 24 wherein a scanning element is used to 1 detect the mottle effects. 2 26. (Original) The method of claim 25 wherein the scanner comprises an 1 array of scanning elements placed early in the media path. 2 27. (Original) The method of claim 26 wherein the array is a one dimensional 1 2 array. 28. (Original) The method of claim 26 wherein the array is a two dimensional 1 2 array. 29. (Original) The method of claim 1 wherein the measuring further 1 comprises illuminating the media from behind using a bottom light source and collecting a 2 resulting transmitted image using scanning elements. 3 30. (Original) The method of claim 1 wherein the measuring further 1

comprises reflecting light off of the media using a top light source.

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- 1 31. (Original) The method of claim 1 wherein the measuring further
- 2 comprises illuminating the media from behind using a bottom light source and collecting a
- 3 resulting transmitted image using scanning elements and reflecting light off of the media
- 4 using a top light source.
- 1 32. (Previously Presented) The method of claim 1 wherein the performing a
- 2 print modification comprises adjusting a print algorithm.
- 1 33. (Original) The method of claim 32 where the print algorithm is adjusted
- 2 to compensate for mottle in the media.
- 1 34. (Original) The method of claim 32 wherein the detection of mottle in the
- 2 media drives a local coating system for selectively applying a coating on the media.
- 1 35. (Original) The method of claim 1 wherein the print device is a printer.
- 1 36. (Original) The method of claim 1 wherein the print device is a digital
- 2 copier.

1 37. (Currently Amended) A print device, comprising: 2 a marker system for rendering a page layout on a medium; and a processing system, coupled to the marker system, the processing system directly 3 measuring on-the-fly at least one physical characteristic parameter of the print media and in 4 real-time performing a print modification to the print device for printing on the measured 5 print media in response to the at least one on-the-fly directly measured physical characteristic 6 parameter of the print media; and 7 hot rollers, the processor using the hot rollers to hot roll the media before printing, 8 wherein the hot rollers are used for hot rolling prior to the application of a coating to lower 9 the moisture content of the media, the lowering of the moisture content improving coating 10 11 coverage and adhesion. 38. (Original) The print device of claim 37 wherein at least one scanner 1 provides measurements of the at least one print media characteristic parameter. 2 39. The print device of claim 38 wherein the scanner is used to 1 (Original) determine whether toner is properly adhering to the media. 2 40. (Previously Presented) The print device of claim 37 further comprising 1 a coating applicator coupled to the processor, the processor using the coating application to 2 apply a surface coating on the media before printing. 3 41. The print device of claim 40 wherein the coating applicator 1 (Original) applies a coating to only one side of the media. 2

42. The print device of claim 40 wherein the coating applicator 1 (Original) applies a coating to both sides of the media. 2 (Canceled) 43. 1 44. (Currently Amended) The print device of claim [[ 43 ]] 37 wherein the hot 1 rollers flatten rough fibers and dry the media. 2 45. (Currently Amended) The print device of claim [[ 43 ]] 37 wherein the hot 1 rollers are used for hot rolling the media after the application of a coating to cure the coating. 2 46. (Canceled) 1 47. (Original) The print device of claim 43 further comprising at least one 1 scanner for measuring a quality of print for the media. 2 48. (Original) The print device of claim 47 wherein the quality of print 1 2 comprises print marking adhesion. 49. (Original) The print device of claim 48 wherein the print marking is toner. 1 50. (Previously Presented) The print device of claim 47 further comprising 1 a coating applicator, the processor using the coating applicator to apply a coating to promote 2

adhesion when the print marking adhesion is poor.

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dimensional array.

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51. The print device of claim 37 wherein the marker adjusts 1 (Original) halftone screens for media surface and absorption characteristics. 2 52. (Original) The print device of claim 37 wherein the marker adjusts 1 2 halftone screens for spatially varying dot gain. 53. (Original) The print device of claim 37 wherein the marker adjusts 1 halftone screens for excessive dot gain. 2 54. (Original) The print device of claim 37 wherein the marker adjusts 1 halftone screens to prevent bleed through for thin media. 2 55. 1 (Previously Presented) The print device of claim 37 further comprising 2 at least one scanner for detecting a print quality, wherein, the processor adjusts a toner concentration when the print quality is poor. 3 56. (Original) The print device of claim 37 further comprising a scanner to 1 detect mottle effects. 2 1 57. (Original) The print device of claim 56 wherein the scanner comprises an 2 array of scanning elements placed early in the media path. 58. The print device of claim 57 wherein the array is a one 1 (Original)

applying a coating on the media.

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59. The print device of claim 57 wherein the array is a two 1 (Original) dimensional array. 2 60. The print device of claim 37 further comprising a bottom light (Original) 1 source for illuminating the media from behind and a scanner for collecting a resulting 2 transmitted image. 3 61. (Original) The print device of claim 37 further comprises a top light 1 source for reflecting light off of the media. 2 62. The print device of claim 37 further comprising a bottom light 1 (Original) source for illuminating the media from behind and scanner for collecting a resulting 2 transmitted image and a top light source for reflecting light off of the media. 3 63. (Original) The print device of claim 37 wherein scanner provides the 1 2 processor a control signal to adjust a print quality measurement algorithm. 64. The print device of claim 63 where the print algorithm is (Original) 1 adjusted to compensate for mottle in the media. 2 (Original) 65. The print device of claim 63 wherein the processor upon 1 receiving a signal indicating mottle in the media drives a local coating system for selectively 2

66. (Original) The print device of claim 37 wherein the print device is a 1

printer. 2

The print device of claim 37 wherein the print device is a 67. (Original) 1

digital copier. 2

(Canceled) 68. 1